It gave Atlanta a tingle.
It's going to give America a tingle.
It'll give you a tingle.

New Leaf, the first menthol cigarette with wintergreen, will start advertising on Nov. 1.

(The results of our Atlanta test market and the rapidly growing menthol market made that decision a foregone conclusion.)

We're going to take full advantage of TV and magazines with funny commercials by the same people who created Benson & Hedges 100's.

All based on the idea that tasting a New Leaf will give you a tingle.

You know what a tingle is. It's the kind of thing that happens to spines, tastebuds and cash registers.

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U.S. Tobacco Journal-November 12, 1970
Tobacco Jobber-December, 1970
Supermarket News-November 2, 1970
Wells, Rich, Greene, Inc.

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Source: https://www.industrydocuments.ucsf.edu/docs/ktkn0206

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